

# Unified Customer Interaction Service



Cloud Agent – Case Study of an  
Online Grocery Store



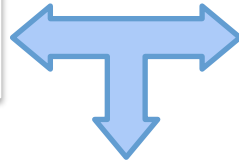
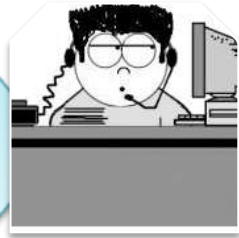
# Introduction

- An early mover in the online grocery vertical in India, the Client is trying to make shopping simple by providing daily groceries through an online portal and delivering at home at the preferred time slot
- With more than 6000 active customers shopping every day they are rapidly expanding to other locations as well
- Usually customers call for delivery time slots, stock not available, complaints etc.
- The client had an on premise call center solution & a separate system for email tickets



# Business Challenge

An in-effective  
On premise  
traditional call  
center solution



A cloud based  
ticketing system  
in place only for  
emails



The 2 solutions being completely  
on different platforms, the client  
was unable to track all the inbound  
tickets that came through phone &  
email in a single unified view



Lack of end to end integration  
resulted in incomplete customer  
service and in turn dissatisfied  
customers



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# Need of the Hour!

- A **tracking system** that keeps tab of all the communications with the customer
- A complete **360 degree integrated solution**  
Integrating the ticketing solution & the call center solution which the current setup was not able to cater to
- A **CRM software** integrated with the system



# Solution Provided

An end to end solution with Cloud Agent by partnering with a CRM vendor

A support ticket is generated for every call that comes to the call center and it's assigned to the same agent who had answered the call

**Ticket for every call**

For every email that comes, the CRM system finds out which agents are available for the day through Cloud Agent ( via an API) and then assigns tickets in round robin fashion

**Ticket for every email**

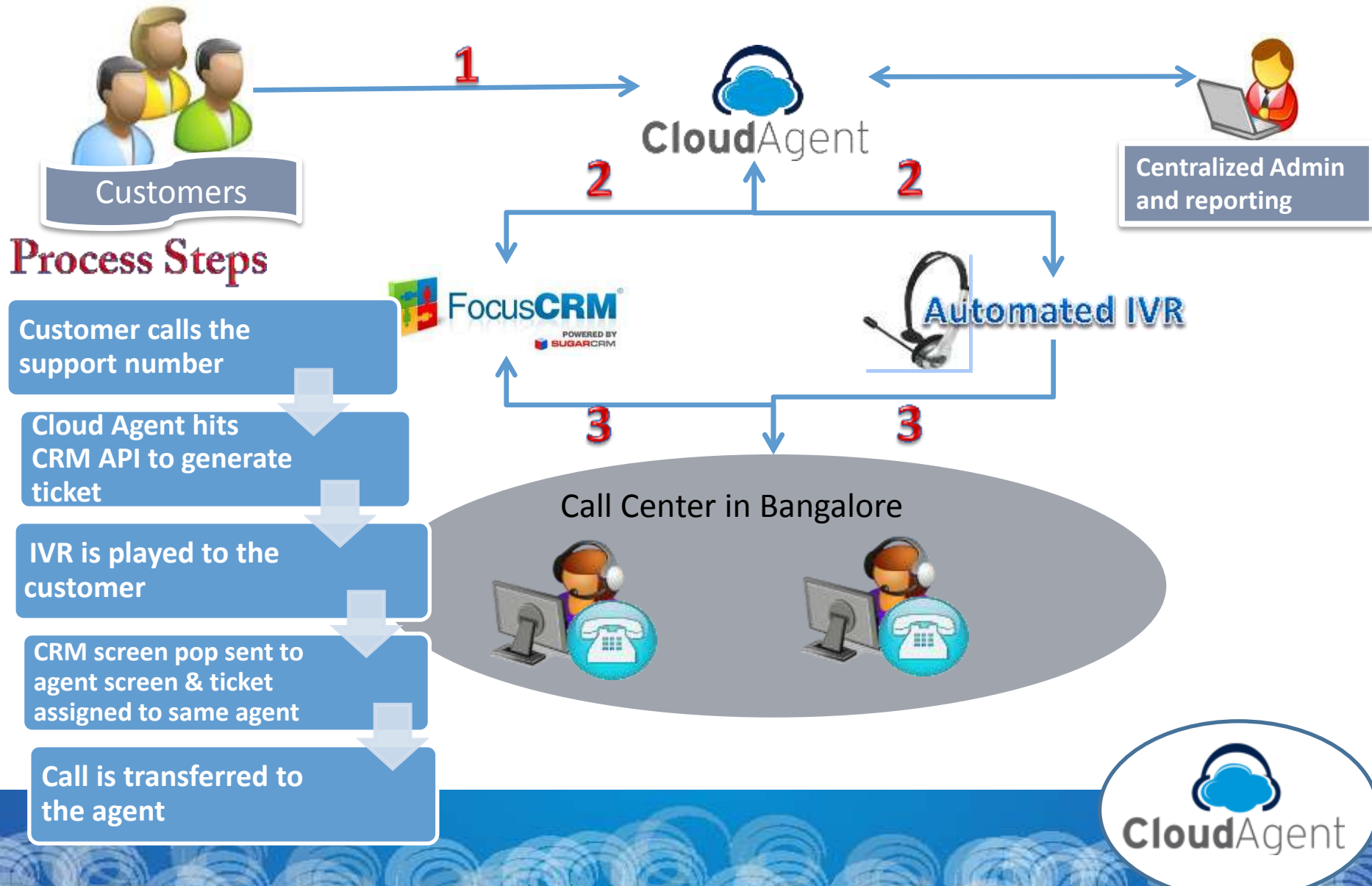
All tickets are tracked by the manager using the CRM. When a ticket is not closed for more than 3 days ,an alert is sent to the manager

**Ticket Tracking & Alerts**



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# End to End Process Flow



# The Results

## Integrated ticketing system

- All calls & emails generates a support ticket
- 100% track of all customer communication
- Automated escalations to managers

## Zero In-house maintenance

- No on premise servers to be maintained
- No on premise maintenance engineers required
- No power backups to be kept

## Remote Administration

- The admin of call center can be anywhere but still monitor & control agents

## Reporting portal

- Readymade reports instead of Raw dump
- Automated analytics & performance reports

## Remote monitoring & Support

- 24X7 Remote monitoring & support for any issues in call center

## Key Benefits:

100%  
ticketing

360 degree  
integration

50% increase  
in customer  
satisfaction



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# About Ozonetel

- Ozonetel is a leading provider of Cloud Telephony services in India, specializing in Unified communications space and cloud contact center space through its solutions BizPhone, Cloud Agent and Kookoo. Ozonetel provides Consulting, Integration, Implementation, Support and Training services in the Contact center space. To know more visit [www.ozonetel.com](http://www.ozonetel.com).
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